

Message Text

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SUBJECT: CLOSE OF EXHIBITION REPORT ON LASER/ELECTRO-OPTICAL
EQUIPMENT EXHIBITION

FOR OIM/EISELT

1. EXHIBITION: LASER/ELECTRO-OPTICAL EQUIPMENT

2. PLACE AND DATES: U.S. TRADE CENTER, TOKYO, JAPAN
FEBRUARY 12-16, 1974

3. U.S. EXHIBITORS SEEKING AGENTS AND DISTRIBUTORS: FOUR

A) AGENTS/DISTRIBUTORS APPOINTED: TWO

B) AGENCIES/DISTRIBUTORSHIPS UNDER NEGOTIATION: ONE

4. SALES AT EXHIBITION:

A) IMMEDIATE SALES: \$163,912

B) TWELVE-MONTH SALES PROJECTION: \$6,752,000

5. REGISTERED VISITORS: 2,719

A) HANDCOUNTED VISITORS: 2,928

6. NOTEWORTHY EVENTS:

A) THE OPENING CEREMONY TOOK PLACE ON TUESDAY, FEBRUARY 12
AT 1:00 PM HOSTED BY NATALE H. BELLOCCHI, COMMERCIAL COUNSELOR,
AMERICAN EMBASSY, TOKYO. JAPANESE GUEST OF HONOR WAS
DR. KENJIRO SAKURAI, DIRECTOR, RADIOWAVE AND ELECTRONICS DIVISION,
ELECTRO-TECHNICAL LABORATORY, MITI. FOLLOWING INTRODUCTORY
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SPEECH BY TCD AND ADDRESSES BY MR. BELLOCCHI AND DR. AKURAI,

THERE WAS A RIBBON CUTTING CEREMONY AND WALK THROUGH.

B) ATTENDANCE ON OPENING DAY (HALF DAY) WAS 237 AND INCREASED EVERY DAY OF THE SHOW REACHING ITS HIGHEST ON SATURDAY WHEN 710 VISITORS REGISTERED. VALIDITY OF SATURDAY OPENING IS REAFFIRMED FOR TIME BEING IN JAPAN.

C) BEGINNING WITH THIS SHOW A NATIONAL BUREAU OF STANDARDS BOOTH WAS ESTABLISHED TO DISPLAY ITS PUBLICATIONS. THE CATALOG OF STANDARD REFERENCE MATERIALS AND PRICE LIST WAS MADE AVAILABLE TO VISITORS.

7. TOTAL EXHIBITORS: FIFTY-TWO INCLUDING OPTICAL PUBLISHING CO. (THIRTY-EIGHT PARTICIPANTS)

A) NTE: FIVE

B) NTM: THIRTEEN

C) OTM: THIRTY-FOUR

D) FULLY ACHIEVING PRIMARY MARKETING OBJECTIVE: THIRTY-SEVEN

E) PARTIALLY ACHIEVING PRIMARY MARKETING OBJECTIVE: FIFTEEN

F) FAILING TO ACHIEVE PRIMARY MARKETING OBJECTIVE: ZERO

G) U.S. EXHIBITORS WITH REPRESENTATIVE ATTENDING FROM U.S.: TWENTY-ONE

8. NARRATIVE:

THE ATTENDANCE AND RESULTS ACHIEVED AT THIS EXHIBITION REINFORCED THE STRONG INTEREST AND DEMAND FOR U.S. LASER AND ELECTRO-OPTICAL EQUIPMENT IN JAPAN. THE JAPANESE BUSINESS COMMUNITY HAS COME TO REGARD THE U.S. TRADE CENTER SHOW IN THIS THEME AS THE PERIODIC DISPLAY OF THE LATEST STATE OF THE ART EQUIPMENT. ALSO OF IMPORTANCE IS THE FACT THAT THE UNITED STATES IS FAR AHEAD OF JAPANESE AND THIRD COUNTRY COMPETITION IN THE COMMERCIAL APPLICATIONS OF LASERS AND ELECTRO-OPTICAL EQUIPMENT AND JAPAN IS CONSTANTLY LOOKING TO THE U.S. FOR NEW APPLICATIONS OF THIS EQUIPMENT. THIS HELPS EXPLAIN THE MANY SERIOUS DISCUSSIONS WHICH OCCURRED DURING THE SHOW BETWEEN JAPANESE VISITORS AND AMERICAN EXHIBITORS AND THE CONSTANTLY HEARD REMARKS FROM EXHIBITORS CONCERNING THE LARGE NUMBER OF GOOD SALES LEADS THAT WERE BEING DEVELOPED.

A BUSINESSMEN'S RECEPTION WAS HELD ON WEDNESDAY EVENING FEBRUARY 13 THAT WAS WELL ATTENDED BY INVITED GUESTS AND THOSE PERSONALLY INVITED BY EXHIBITORS. ATTENDANCE FROM OUTSIDE THE UNCLASSIFIED

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TOKYO AREA TOTALLED 710 ACCOUNTING FOR 26.1 PERCENT OF REGISTERED VISITORS. COMMENTS FROM EXHIBITORS AND VISITORS ALIKE INDICATE THAT THE SECOND EXHIBITION IN THIS THEME TO BE HELD AT THE TRADE CENTER WAS RESOUNDING SUCCESS. THE TOTAL SALES RESULTS, WHICH ALMOST DOUBLE THOSE FOR THE JUNE 1972 SHOWS, BEAR THIS OUT. SHOESMITH

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